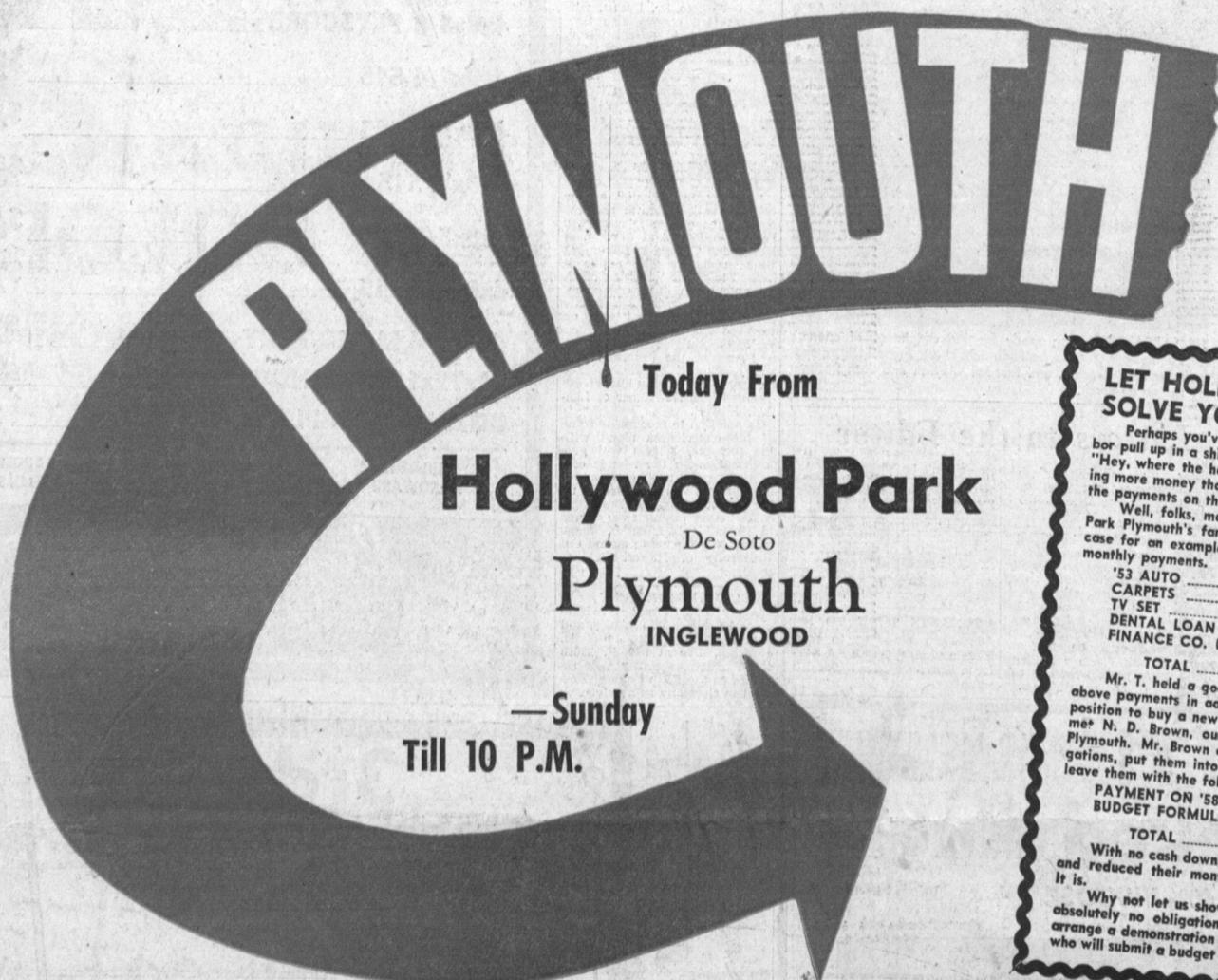


HERE'S HOW YOU CAN AFFORD A NEW 1958



Today From

Hollywood Park

De Soto

Plymouth

INGLEWOOD

— Sunday

Till 10 P.M.

LET HOLLYWOOD PARK PLYMOUTH SOLVE YOUR FINANCIAL PROBLEMS

Perhaps you've looked out your window recently, seen your neighbor pull up in a shiny new car and said something like this to yourself: "Hey, where the heck does Fred get off buying a new car. I'm making more money than he is, have one less dependent, and I can't afford the payments on the old car I'm driving now, what gives?"

Well, folks, maybe Fred has just taken advantage of Hollywood Park Plymouth's famous family budget formula. Let's take a typical monthly payments.

'53 AUTO	\$57.00 per mo.
CARPETS	29.00 per mo.
TV SET	16.43 per mo.
DENTAL LOAN	15.06 per mo.
FINANCE CO. (PERSONAL)	22.46 per mo.
TOTAL	\$139.95 per mo.

Mr. T. held a good job, making \$400.00 per month, but with the above payments in addition to his basic living expenses, he was in no way N. D. Brown, our friendly budget counselor at Hollywood Park Plymouth. Mr. Brown arranged to pay off all of Mr. and Mrs. T's obligations, put them into a beautiful 1958 Plymouth hardtop coupe, and leave them with the following payment schedule.

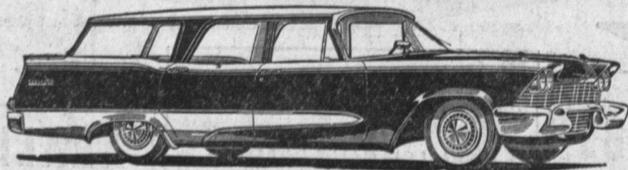
PAYMENT ON '58 PLYMOUTH HARDTOP	\$66.00 per mo.
BUDGET FORMULA PAYMENT	32.00 per mo.
TOTAL	\$98.00 per mo.

With no cash down, Mr. Brown actually sold them a new Plymouth, and reduced their monthly payments by \$41.95!!! Sounds amazing?

Why not let us show you what we can do in your case. There is absolutely no obligation. Simply call ORchard 4-5270, and we will arrange a demonstration for you, then we will sit down with Mr. Brown, who will submit a budget plan for your approval. Why not call us today?

WHILE THEY LAST, WE REPEAT THIS FABULOUS OFFER!

4-Door Savoy Custom Suburban
6-Passenger Station Wagon



HOLLYWOOD PARK PLYMOUTH DELIVERS TODAY FOR

\$2316⁷⁵

HURRY ON DOWN!!



PHONE FOR FREE APPRAISAL

THE VERY SAME CAR

(4-Door Station Wagon)

ON A BUDGET BASIS INCLUDING:

- * Automatic Transmission
- * Radio
- * Heater
- * Whitewall Tires
- * Deluxe Steering Wheel
- * Wheel Covers

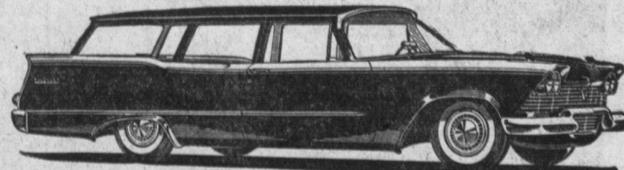
\$66

PER MONTH

With Normal Down Payment

- * 48-Month Low Rate Contracts Available
- * Biggest Used Car Selection
- * Finest Service Department

BRAND NEW 1958
STATION WAGON
V-8 2-DOOR DELUXE



\$2230

FULL PRICE DELIVERED IN INGLEWOOD

- * Hundreds of Cars to Choose From
- * 4½ Per Cent Financing Available
- * Highest Trade Allowances
- * Lowest Prices
- * Immediate Delivery All Models

HOLLYWOOD PARK

PLYMOUTH

**830 SOUTH LA BREA
INGLEWOOD**

Phone OR. 4-5270 for FREE APPRAISAL